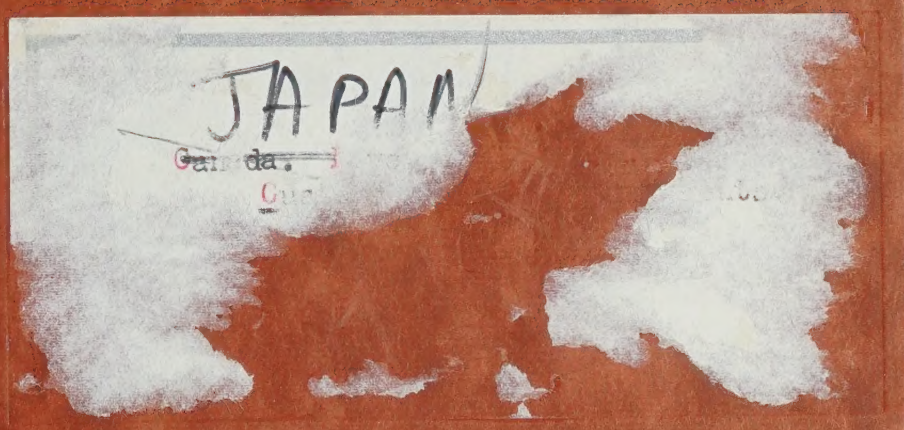



3 1761 11556813 1



CA1
HW82
-78T55R

RESPONSE OF THE
ASSOCIATION OF UNIVERSITIES AND COLLEGES OF CANADA
TO THE GREEN PAPER ENTITLED
"TOWARD A NATIONAL POLICY ON AMATEUR SPORT"

January 1978



Digitized by the Internet Archive
in 2022 with funding from
University of Toronto

<https://archive.org/details/31761115568131>

The Association of Universities and Colleges of Canada (AUCC) commends the Minister of State for Fitness and Amateur Sport for her initiative in issuing the Green Paper on amateur sport and welcomes the opportunity to react to the federal government's views on this important issue.

The AUCC recognizes the extensive nature of the working paper and the profound implications it will have for amateur sport at all levels in Canada. However, in the interest of brevity, the scope of this response has purposefully been limited to the points which are of major interest and concern to the Canadian university community.

The AUCC believes that the issuance of the Green Paper is particularly timely for the universities. With stable or declining student enrollments, and with financial stringency the order of the day, the universities are forced to critically assess their programs and services, including their involvement in sports at all levels. Therefore, it is particularly urgent that the federal government's expectations of the universities' contributions to the development of the elite athlete and the ways in which the government can and will assist the universities in this endeavour be clearly enunciated. However, perhaps of even greater importance to the universities, are the federal government's views on fitness and recreation. The AUCC wishes to assure the Minister that it is anxious to assist in the preparation of the second Green Paper on Fitness and Recreation which has been promised for the near future.

Canadian universities are committed to the mass participation model which encourages all students to be involved in sports while at university and to develop their physical skills according to their abilities and interests. This is not to imply that Canadian universities are not

dedicated to the pursuit of excellence in sports or to assisting and encouraging elite student athletes to achieve the highest level of development. Universities have in fact played a major role in the development of Canada's athletes and a number of world-class athletes and premier coaches have been drawn from their ranks.

As stated in the brief presented by the Canadian Council of University Physical Education Administrators, varsity sports programs are structured to provide opportunities for the young student/athlete to aim for personal excellence. However, it is important to note that intercollegiate athletic programs are faced with major financial problems.

Intercollegiate athletics at universities are financed through a combination of students' athletic fees and the university operating budget. Although the first source is still the more predominant, more and more intercollegiate programs are dependent on receiving grants from the university. In only a very few cases are the revenues from student athletic fees sufficient to meet the total cost of the program.

During the past five to eight years, the pressure of inflation has caused internal pressure on the intercollegiate athletic budget. Student athletic fees have been increased to the straining point and it is doubtful that further increases in revenue from this source are possible. In fact, as the tuition fees are increased across the country to meet the demands of overall university programs, more and more pressure will be applied by students to decrease the student athletic fee.

At the same time, grants to intercollegiate programs from the universities have been and will continue to be under great pressure. Provincial grants are placing more and more restraints on universities

across the country. The increase in operating grants to universities this year is likely to be lower than the rate of inflation, while at the same time the internal resource allocation mechanism at most universities is such that in the trade-off between an academic program and intercollegiate athletic, it is the latter that will likely suffer. This has in fact already happened. The brief presented by the Council of Western Canadian University Presidents clearly indicates the decrease in sports programs that has occurred in the Western region over the last five years.

What does all this mean in reference to the Green Paper? It suggests that if the federal government would like to ensure the continuance and improvement of intercollegiate competition it must develop mechanisms whereby funds for this purpose are provided.

The AUCC finds itself in agreement with the philosophical position that elite athletes in Canada should have an opportunity to develop to their full potential. There is, however, concern about the emphasis in the Green Paper on the number of medals won in international competition and Canada's standing in the Olympic Games. Almost all of the nations that placed ahead of Canada in the 1976 Games were countries that use sport as a vehicle to pursue their political ideologies. For these nations, the end, therefore, justifies the means and the training methods and philosophy of training and preparing elite athletes in such countries are inconsistent with those in democratically oriented countries such as Canada. Goals for the development of elite athletes in Canada should be consistent with those of our democratic society; outcomes should be those which are consistent with the best interests and welfare of the individual athlete.

Within the framework of the above expressed goals, the AUCC sees that Canadian universities have a role to play in the development

of elite athletes. In many instances, Canadian universities possess unique facilities and have on their faculties, persons who have a high level of sport expertise and who are knowledgeable in the scientific aspects of the training of elite athletes.

The AUCC, therefore, believes that it is appropriate for certain Canadian universities to entertain proposals to site Canadian national sports teams on their campuses and to act as regional centres for the establishment of high level training programs, physical assessment centres, and sports medicine facilities that will be of assistance in the development of elite athletes.

However the AUCC urges the federal government to ensure that such steps are undertaken in a manner which does not disrupt the delicate competitive balance in Canadian university athletics. National teams should not compete in the regular university athletic schedule. Their participation in regular league play would lead to the reduction in the number of competitors and/or teams from other universities who could compete on an equal footing against the national team. The result would be that fewer people would participate in sport in Canadian universities. This would not only be detrimental to the university sports programs, but in the long run, would also reduce the base from which to draw national team athletes.

The AUCC urges that the full financial implications of housing a national team on a university campus be clearly studied by the Ministry in conjunction with the Association before contracts are entered into with individual institutions.

The AUCC also welcomes the federal government's interest in the funding of applied research projects. It is gratifying to see that most of these awards have been made to Canadian faculty members. The Association urges the federal government to establish a research grant policy whereby the viability of research into

certain aspects of sport and physical fitness not directly applied to the development of elite athletes is maintained. This is essential in order that this more basic research may prosper in Canada. At the present time, other research funding agencies in Canada are under the impression that all types of athletic research are being funded by Fitness and Amateur Sport. The result is that persons who are interested in basic research in sport and physical fitness have been unable to secure appropriate funding.

The AUCC also urges that research projects of all natures supported by Fitness and Amateur Sport be subject to independent peer review procedures. The present review procedure is not seen by the universities as a fair and impartial one.

The AUCC wishes to commend the federal government on its recent efforts to upgrade the calibre of coaches in Canada by the establishment of coaching certification programs. The universities are anxious to improve the coaching calibre of their own university faculty through this medium. The AUCC urges the federal government to become involved in certification programs in other areas related to sport. A next logical step is the introduction of certification standards for sports administrators. There is a growing need for persons with expertise in the area of sports administration and it is therefore important to establish the basic qualifications which are necessary to these positions. The AUCC is anxious to collaborate with the federal government in any such efforts and in particular, in establishing the means whereby existing and future university programs in sports administration may be tied to an official national certification program.

As mentioned earlier in this brief, the universities will require governmental assistance if they are to maintain and develop their

intercollegiate athletic programs. A number of options are available to the federal government to assist the universities in this regard and we will identify three areas where financial assistance is particularly required.

Travel costs for intercollegiate athletics have risen dramatically in the past five years. More and more universities are forced to reduce their involvement in intercollegiate sports, or to withdraw altogether from intercollegiate competition, as a result of the increase in transportation costs. In its brief to the Minister, the Council of Western Canadian University Presidents documented the effects of the increase in travel costs, particularly air travel, on the intercollegiate programs of the Western universities. Similar effects have been felt by other universities in Canada, and particularly by Memorial University of Newfoundland and other universities in the Atlantic provinces. The AUCC strongly urges the federal government to assist the universities, particularly those most seriously affected because of their geographic location, in meeting the travel costs of their intercollegiate sports programs. The federal government should consider some form of travel cost equalization for all universities involved in intercollegiate athletic competition.

The Green Paper proposes that universities be given assistance to subsidize the salaries of coaches who contribute significantly to national team programs. The AUCC supports this proposition but it would further encourage the federal government to reimburse the universities for the work performed by their coaches at the national and regional levels. There is also a need to encourage university coaches to reach national and world-class levels in coaching and the AUCC encourages the federal government to provide subsidies to a number of Canadian universities to achieve this goal.

Intercollegiate sports competition has traditionally been a male

domain, with a few minor exceptions. However in recent years the universities have taken measures to offer equal opportunities in the intercollegiate sports arena to women students. While significant improvements in this area have been realized, further progress has been stalled by the financial stringencies facing the universities. Further development of women's intercollegiate sports would be consistent with the goals of the federal government as enunciated in the Green Paper. The AUCC therefore encourages the federal government to study ways of assisting the universities in the resolution of this problem.

The AUCC would welcome the opportunity to discuss the contents of this brief with the Minister.

ACCOPRESS
2507

BF - RED	BY - YELLOW
BG - BLACK	BA - TANGERINE
BD - GREY	BB - ROYAL BLUE
BU - BLUE	BX - EXECUTIVE RED
BP - GREEN	

SPECIFY NO. & COLOR CODE

ACCO CANADIAN COMPANY LTD.
TORONTO CANADA

